



GREATER MAUSTON TOURISM ASSOCIATION MINUTES

September 11, 2024 at 5:30 PM
303 Mansion Street Mauston, WI

1. **Call to Order/Roll Call** - The Greater Mauston Tourism Association met in a regular session on September 11, 2024, at Mauston City Hall. The Meeting was called to order by Michel Messer at 5:30 p.m. Diane Dahl, Doug Linder, Michel Messer, Ben Bader, Wendy Murphy, and Leanna Hagen were present. Also present was Jessica Bilski from On the Line Presence.
2. **Minutes** - The motion was made by Murphy and seconded by Bader to approve the August 14, 2024 minutes. Motion carried.
3. **Financial Report** - The motion was made by Murphy and seconded by Messer to approve the financial reports as presented. Motion carried. There was a request to know the balance on the accounts for the next meeting.
4. **Event Support activities** - Micah from the Gravity Box Brewery spoke about BBQ-tober Fest and how it brings in visitors to Mauston. The motion was made by Hagen and seconded by Bader to approve the \$600 grant request for BBQ-tober Fest. Motion carried. Messer asked Micah to come back and give a summary of how the event went.
5. **Marketing Activities**
 - a. The motion was made by Bader and seconded by Messer to not spend more than \$10,000 in **promotional giveaway** products for the ATV show, to be done as a tiered/variety giveaway system. Motion carried.
 - b. **Discover Wisconsin ATV show**- There was a discussion on items for the local conferences. Micah talked about how they could label some of his soda for giveaways. Gravity Box makes seven different sodas.
 - c. The motion was made by Messer and seconded by Linder to pay for the **Mailchimp** service, annually if possible. Motion carried.
 - d. **Marketing Director Proposal** - This item was tabled until the next meeting.
6. **Staff Report** - It was decided that meetings during the school year would start at 6:00 pm.
7. **Adjourn** - The motion was made by Linder and seconded by Bader to adjourn. Motion carried at 7:00 pm.

Chair

Date